

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

Our customers are those who wants to reduce/gain weight, follow proper diet, forming healthy eating habits and having tracking the intake of food they consume by having a count on calories/nutrients.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1.People limit their intake of food due to busy schedule of work.

2.People over intake high calorie food because they can't control their food cravings which leads to unhealthy food habits.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an

1.Well functioned diet tracking app which helps people to have a track of the food which they intake on daily basis.

2.Providing a trainer to help people with proper mentoring and increasing a well diet.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your

1. Track the intake of food, calorie and nutrients present.

2.Mentoring people with proper trainer to maintain healthy diet.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the

RC

1.Lack of time leads to unhealthy food rather than food prepared at home.

2.Nowadays people are more addicted to fast foods.

7. BEHAVIOUR

What does your customer do to address the problem and get the

BE

i.e. directly related: find the right solar panel installer, calculate usage and

1.Eating food at correct time intervals.

2.Following a proper diet plan by increasing low calorie intake.

3.Dialy exercising to maintain physical health.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

1. Obesity leads to more health issues.

2.peer pressure, beauty standards.

3.when people commenting on body/body shamming.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

People are afraid of getting obese and having health problem so they try to switch to healthy food lifestyle.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

1. Follow proper diet plan and consume food that are suggested by experts.

2.Motivating daily to be physically and mentally fit.

3.Avoiding junk food and trying to intake home cooked foods.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

1. Always try to be around people who follows a proper food diet by following them on social media.

2.Try to eat home cooked foods by watching recipe videos.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Be with people who motivates you to eat healthy food or try to go for a fitness centre to follows those diet.